

## ! right **E-COMMERCE MARKETING MANAGEMENT** lain **TEAM DECISION MAKING PILOT EVENT**

### **PARTICIPANT INSTRUCTIONS**

TheThe event will be presented to you throThe event will be presented to you thro  
PerformancePerformance IndicatorPerformance IndicatorsPerformance Indicator  
EEvaluatedEvaluated and Case Study Situation. You will have up to 30 miEvaluate  
reviewreview this information and prepare yourreview this information and prepara  
notes to use during your presentation.

YouYou will give an ID label to your adult assistYou will give an ID label to your  
time.

YouYou will have up to 10 minutes to make your presentation tYou will have up to 10  
maymay have more than one judge), folmay have more than one judge), followed bym  
judgejudge sjudge s questijudge s questions. All members of the team must par  
presentation, as well as answer the questions.

TurnTurn in all of your notes and event materials when you haveTurn in all of your not  
event.

### **GENERAL PERFORMANCE INDICATORS EVALUATED**

CommunicationsCommunications skills the ability to exchange information and Comm  
others through writing, speaking, reading or listening

AnalyticalAnalytical skills theAnalytical skills the ability to Analytical skills the a  
conclusions from findings and recommendations from conclusions

ProductionProduction skills the ability to take a coProduction skills the ability to  
real

Teamwork the ability to be an effective member of a productive group

Priorities/timePriorities/time management the ability to determine prioriPriorities/tir  
e time commitments

Economic performance indicators

## **SPECIFIC PERFORMANCE INDICATORS EVALUATED**

Describe unique aspects of Internet sales.  
Explain the role of customer service as a component of selling relationships.  
Determine strategies for online customer support.  
Explain key factors in building a clientele.  
Develop a plan for online suggestion selling.  
Sell good/service/idea online.

## CASE STUDY SITUATION

You are to assume the roles of a marketing consultants hired by the store's owner (judge) to make a proposal on how to run the business.

CL MUSIC is an independently owned music store in business for over 25 years. For all that time, it has been located in the same store on the main street of the shopping district. It has been located in the same place for over 100,000 people. The business's primary target market is 100,000 people. The business's primary target market is interested in popular music. However, because of its great selection and service, music interest in popular music is growing. People who are repeat customers.

The owner (judge) is smart, and has kept up with the changes in the industry, moving from selling vinyl records to cassette tapes selling vinyl records to cassette tapes its service. All employees are avid music buffs and are very knowledgeable its service. All employees are avid old songs and artists. Customers can sample any CD in the store, and the owner (judge) willing to special order any request and ship it to the monthly newsletter, which provides a complete type (classical, jazz, rock, rap, country and others). The newsletter is mailed to more than 10,000 customers all over the country.

Two years ago, another music store, part of a chain, opened its doors in town. However, at CL MUSIC business did not drop because customers could find what they are looking for and receive great service.

In an effort to keep up with the times, the owner (judge) is on-line. The owner (judge) has hired you to determine how CLM should pursue the owner (judge) is concerned about the security of customers personal information and doesn't want to lose the personal touch. You should offer on-line and support your position with reasons. In addition, the owner should offer on-line and an overview of the resources and training needed to in how the Web site would look.

You will present your plan to the owner (judge) You will present your plan to the owner (judge) in a meeting.  
The owner (judge) will begin the meeting by greeting you and asking to hear your ideas. The owner (judge) will begin the meeting by greeting you and asking to hear your ideas.  
After you have presented your ideas and have answered the owner's questions, the owner (judge) will conclude the meeting by thanking you for your efforts on this project. After you have presented your ideas and have answered the owner's questions, the owner (judge) will conclude the meeting by thanking you for your efforts on this project.

## ! parJUDGE S INSTRUCTIONS

You are to assume the role of owner of CL Music. You have hired a manager (participant) to make a proposal to you on how to incorporate a Web page business.

CL MUSIC is an independently owned music store in business for over 25 years. For all that time, it has been located in the same store on the main street of the shopping it has been located in the same store. 100,000 100,000 people. The business's primary target market is young people 100,000 people. The business

interest in popular music. However, because of its great interest in popular music. However, because ages are repeat customers.

You have done a good job of keeping up with the changes in the industry, moving from vinyl records to cassette tapes to CDs. However, the service is not perfect. All employees are avid music buffs and are very knowledgeable about current songs and artists. Customers can sample songs and artists. Customers can special order any request and ship orders anywhere. We have a monthly newsletter, which provides a comprehensive overview of the trends in each genre (classical, jazz, rock, rap, country) and other customers all over the country.

Two years ago, another music store, part of a chain that offers music at cheaper prices, its doors in town. However, at CL MUSIC business did not drop because customers find what they are looking for and receive great service.

In an effort to keep up with the times, you are interested in expanding the business. You have hired the marketing consultants (participants) to help you with the e-commerce, but you are concerned about the security of the system. You do not want to lose the personal touch. You have asked the marketing consultants (participants) to make a decision on the products and services CLM (participants) to make a decision on the products and services. You want to support the position with reasons. In addition, you want an overview of the training needed to implement the ideas, and a description of how the Web site would look.

The marketing consultants (participants) will present The marketing consultants (participants) will present The ma  
CL MUSIC s office. Y s office. You will begin the meeting by greeting the marketing consultants  
(partic(participants)(participants) and(participants) and asking to hear their ideas. After the initial presentation,  
following questions of each participant team:

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1. How much effort will it take to maintain this Web site?
2. How will we measure the success of the Web site?
3. We follow up with our customers all the time. How could we pursue that relationship with our customers on-line?
4. How should we promote our new Web site?

Once the marketing consultants (participants) have presented their ideas and questions, you may conclude the meeting by thanking them for their efforts on this project.

You are not to make any comments after

## JUDGING THE PRESENTATION

TheThe Management Team Decision Making events were The Management Team Decision Making even career opportunities available for participants in these occupational areas.

TheThe paThe participaThe participant team will first take a comprehensive exam based on knowledge marketingmarketing competencies. Participant teams with a career intermarketing competencies. Participant te willwill analyze a case sitwill analyze a case situation relatwill analyze a case situation related to a participant team will make decisions regarding the situation, then make an oral presentation.

TheThe participant team will assume theThe participant team will assume the role of a manThe participant te thethe case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according ! to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

PleaPleasePlease placePlease place the participant team s name and identification number in the upper ri corner of the Evaluation Form (unless it has already been done for you).

DuringDuring the first 10 minutes oDuring the first 10 minutes of thDuring the first 10 minutes of the presentpresent their analysis, decisipresent their analysis, decisipresent their analysis, decisions/recommendat the participants to complete this portion without interruption, unless you are asked to respond.

DuringDuring the next 5 minutes you are to ask questions of the participant teaDuring the next 5 minutes understandingunderstanding ofunderstanding of the situatunderstanding of the situation presented. Both memb oneone question. To ensure fairness, you must ask each pone question. To ensure fairness, you must (questions(questions are provided in the Judges Instructions). After a(questions are provided in the Judge must! ask other questions specific to the current participant team. parpar After the questioning period please thank the participanpar After the questioning period please thank t forfor their input. Then complete the Evaluation Form, makinfor their input. Then complete the Evalua categories.categories. The maximum score for the evaluation is one hundred (100) points. Tcategories. The ma will be weighed at twice (2 times) the value of the exam scores.

AA score of Exceptionally Well Done in any categorA score of Exceptionally Well Done in any informationinformation is presented in a very effecinformation is presented in a very effectivinformation is presented in a very effective manner.

AA score of Well Done in any category means that, in your opinion, the informaA score of Well presentedpresented well. Though there may be a few minor problems or omissipresented well. Thou significant.

AnAn Adequately DAn Adequately Done scoreAn Adequately Done score means that the informat minimum standards of acce! ptability.

AA score of Little Value in aA score of Little Value in any categoryA score of Little Value in any category  
damages damages the effectiveness of the presentation. This may be a misstatement or any other major flaw.

AA A No Value sA No Value score means that the information presented is of no value. It is presented in a way that it does not help the presentation at all.

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your event director.